

2 November 2015

## QUARTERLY REPORT Q3 2015

### Revenues Continue Record Growth in Third Quarter

*Membership pipeline experienced significant growth reaching over 10,000*

#### Highlights

- Revenue outperformed expectations with \$406,582 achieved in Q3 2015, a 75% on the prior June 2015 quarter (\$232,000 Q2 2015)
- Revenue growth driven by increased sales capacity due to agreement with CDM Direct Communication Services and other partnerships
- Rapid growth of member base experienced during the quarter, reaching over 10,000 members in September and now sitting at over 12,000
- Equity placement of up to \$2.5 million approved at the EGM (12 October 2015) providing additional capital to continue to rapidly expand SME member base in Australia and internationally
- Further product development in progress with significant improvements made to the platform and video app

Big Un Limited (ASX:BIG, 'BRTV' or 'the Company') is pleased to announce its quarterly report for the period ended 30 September 2015.

#### Corporate

##### Continued Solid Revenue Growth, Outperforming Expectations

Continued strong growth for the quarter ended 30 September 2015, with cash receipts of \$406,582, representing 75% growth on the prior June quarter (\$232,000 Q2 2015) and outperforming expectations.

The strong growth in revenues is attributable to the Company's sales and marketing initiatives and **partnerships. This includes** an increased sales and marketing capacity, through the partnership with CDM Direct Communication Services. Big Review TV's current sales capacity sits at 50, following an increase from 15 in Q2 2015. By March 2016, the Company expects to have doubled its capacity to 100.

##### Placement of \$2.5 million approved

Approval was received at the Company's EGM on 12 October 2015 for the placement of up to \$2.5 million to existing and new investors. Upon completion of the placement the Company will be well funded to continue to expand its sales and servicing capabilities and further drive member base growth.

#### Cash Position

Cash position as at 30 September 2015 is \$1.258 million. The Company enters 2016 well funded and in a strong position to continue to drive the growth in its member base and increasingly convert members into paying subscribers.

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## Operational

### BRTV's Member Base Tops Over 10,000 Members

During the quarter the Company reached over 10,000 merchants in its member base. This represents an acceleration of over 100% since January 2015 and is attributable to the Company's increased sales capacity.

Strong growth was experienced within the food & beverage, fashion & beauty and lifestyle industries, key markets for the BRTV product, due to consumer demand for visually rich video content.

Post the quarter the member base continued to grow and currently sits at over 12,000, representing an increase of 2,000 in one month. The Company anticipates that this figure will continue to grow as it expands its sales capacity and implements further sales initiatives over the coming months.

### Expansion of Sales and Servicing Capability

The company has significantly expanded its sales capability through the Commercial Agreement with CDM Direct Communications during the quarter, with its sales team increasing from 15 to 50 over the September quarter.

The increase in capacity has not only increased the Company's capability to acquire a higher proportion of the SME market but its servicing ability has also been positively impacted.

### Product Update

The Company's progress with product development, particularly the addition of an automated video platform payment gateway is a significant component of BRTV's growth strategy.

The payment gateway has formed a key part of the Company's sales process, with the sales team able to take payment directly with the customer upon completion of the sale. As BRTV implements further marketing initiatives to drive SMEs directly to the site, the payment gateway will significantly reduce the cost of acquisition, and enable SMEs to sign up for subscription packages directly on the site, further driving its revenue and member base growth.

The Company continues to enhance the platform and video review App and in the coming December quarter will provide a further update in relation to its video review App.

## Outlook

Over the coming quarter and 2016 the Company expects continued strong growth across the member base, reflecting its focus of its sales efforts and the value in its unique offering for small and medium size enterprises.

*"We're noticing an increased awareness among small business owners regarding the importance of an online video presence for their business, and as a result we're experiencing strong demand for our video products."*

Brandon Evertz, Executive Director and Co-Founder of Big Review TV.

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The Company's increased sales capability and channel partnerships will enable BRTV to scale as the company aggressively targets expansion the SME market in Australia and overseas.

The Company has a strong conversion rate of ~45% of merchants in the production phase converting into paying customers. Therefore as the Company continues to drive the member base and increasingly expand the production pipeline, this will in turn drive the growth of subscription members and significantly impact revenue growth.

### **Advisory Board Update**

The Company continue to build a specialist advisory board. In line with the Company's growth strategy, the Company intend to build the executive team and main board from a wealth of potential candidates as key milestones in revenue, market share and market capitalisation are achieved.

During the quarter, the Company appointed Mark Lochtenberg to the advisory board. Mark holds a Bachelor of Law degree and is currently a Director of Australian Transport and Energy Corridor Pty Limited, (ATEC) He was formerly the co-head of Glencore International and founding managing director and executive chairman of ASX listed Cockatoo Coal Ltd. Over his career, Mark has established a valuable international corporate and business network. Mark's brings a wealth of international experience in corporate law, networks and public company management. He recently participated in the Company's latest funding round and is a shareholder. Mark will advise the Company on corporate governance, structures, mergers and acquisitions.

In line with the Company's strategy, key appointments to the advisory board to date include:

#### Daniel Rex – Advisor for Overseas Expansion and Digital Business Development

Daniel is head of Google Channel Intelligence (CI), for Europe, leading the new business subsidiary post acquisition of the company in the USA by Google for \$125M in 2013.

In his previous role as head of Channel Sales for Google Australia and NZ, Daniel watched Big Review TV grow from start-up to a significant player in digital video assets.

#### Christopher Mulchay - Advisor for Online Marketing Strategy.

Chris is one of Australia's leading experts in Google AdWords and was head of Google new business development. More recently, Chris headed Google digital home entertainment offering as Content Partner Manager for Google Play Asia Pacific. He is a strong advocate of video marketing and recently set up Australia's most efficient and effective low cost fundraising platform for the not for profit sector which utilizes his knowledge and belief in the power of video content to rectify the inefficiencies which currently plague the fundraising market.

#### David Murphy – Advisor for Technical Innovation and Systems Development.

David played a key role in delivering Google Fiiber and video streaming at Twitch TV. Twitch TV was the fourth largest video viewing platform after Google, Netflix and Apple TV prior to it's recent sale to Amazon for over \$1bn. David is based in Silicon Valley, and possesses an invaluable overseas network, and technical experience in video streaming and content delivery.

**ENDS**



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## ABOUT BIG REVIEW TV

Big Review TV operates in the media and technology space providing online video content, video reviews and online marketing services to small and medium sized enterprises.

The Company is uniquely placed to provide the market with video content. Big Review TV capitalises on three massive trends in the digital media space – online video, peer generated content and mobile video creation and sharing apps. Importantly, Big Review TV is actually solving a very real problem in the B2B space by producing high-quality and affordable content for brands and creating a unique, socially integrated, interactive video ecosystem for businesses and consumers

Big Review TV is the world's first video review platform that combines short video reviews with TV style review shows and peer generated video reviews made via the "Big Review TV" video app. The platform allows users to search and find entertaining videos for places to eat, play, stay or shop anywhere in the world and it actively encourages users to contribute to Big Review TV content by videoing and uploading and sharing their own reviews to the Big Review TV platform and through social media.

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